

# A People-First Green Transition

FOMO RENEW SUMMIT 2024 | Steinar Instefjord



**Steinar Instefjord**

Director, Green Business Development -  
ManpowerGroup Nordics







“

**Organizations have to act differently.  
Creating shareholder value can only be done  
in conjunction with taking care of  
employees, customers and communities.  
And that includes the responsibility to help  
people learn new skills, adapt for future jobs  
and to become creators of talent.**

”

— — Jonas Prising, CEO, ManpowerGroup

# A combination of historic challenges:



**Climate change and  
environmental  
issues**



**Persistent global  
economic  
uncertainty**



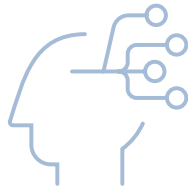
**Growing  
geopolitical  
instability**



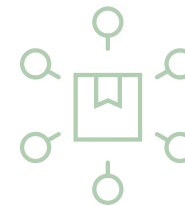
**High inflation**



**Increasing  
stakeholder ESG  
expectations**



**Disruptive new  
technology such as  
generative AI**



**Supply chain  
challenges**



**Persistent talent  
scarcity**

# Four Challenges in Green

01

**Political and  
environmental  
(dis)agreements**

02

**Costly  
Investment in  
New Tech and  
Infrastructure**

03

**Talent Shortage  
& Competition**

04

**Change  
Management**

# The Future of Work is Green



By 2030, the green transition will create up to **30 million** new jobs.<sup>1</sup>

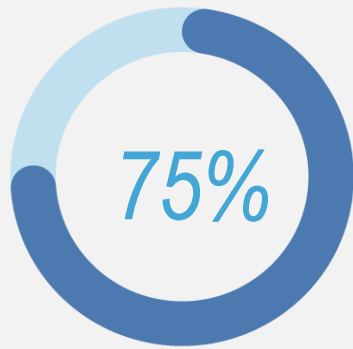


**70%** of employers are currently or planning to recruit green talent.<sup>2</sup>



Green business transformation will be the **#1 job creator** in the next five years.<sup>3</sup>

# Green Transformation Must Overcome Talent Scarcity



**75%** of employers say they are struggling to find skilled talent.<sup>1</sup>



**94%** of employers say they don't have the skilled talent they need to meet their ESG goals.<sup>2</sup>



Only **1 in 8 workers** has more than one green skill as green jobs postings grew by 15% in 2023.<sup>3</sup>

# Bringing Workers Along for the Green Transition



# With a Focus on the Existing and Future Generations

**Innovation &  
Up-skilling**

**Impact &  
Advancement**

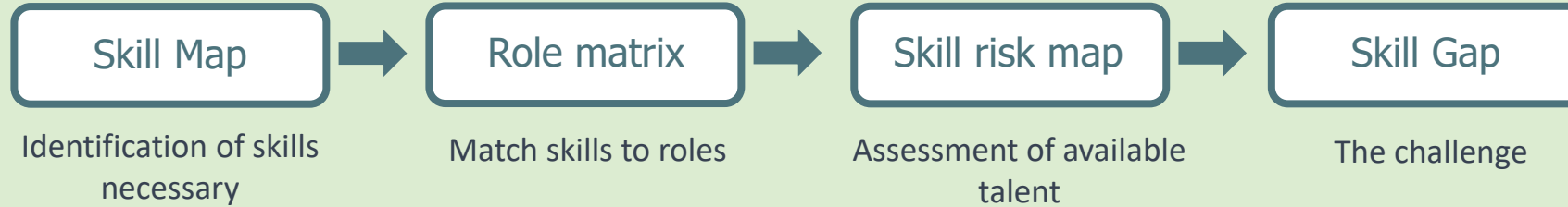
**Compensation &  
Flex-life balance**

**Management &  
Leadership**

**Talent, Diversity &  
Security**

**Culture, Mission &  
Happiness**

# IDENTIFICATION & POSSIBLE SOLUTIONS



## SKILL MANAGEMENT

### Solutions

Advisory

Recruitment

Consulting

Partners

Workforce  
systems

Mobility

### Talent creation – Upskilling & Reskilling

Higher  
Education

Apprenticeship

Internship

Trainee solutions

Academy

Training

# Some Take Aways



## Collaborate Strategically:

Partner with **education** providers, **research** institutions, **industry** partners, and **government bodies**.

Foster **cross-sector collaboration** to drive innovation and **share knowledge**



## Commitment to Sustainability:

Align your vision with sustainable **goals** and prioritize environmental **impact**

Long-term **commitment** is essential



## Competence and Adaptability:

Develop **expertise and skills** in renewable and **future** technologies

Be agile, adaptable, and open to **continuous learning**

# Your Global Partner for Green Workforce Solutions

---



Workforce  
Consulting &  
Analytics



Workforce  
Management



Talent  
Resourcing



Career  
Management



Career  
Transition



Top Talent  
Attraction



Visit [www.manpowergroup.no](http://www.manpowergroup.no) to learn more.

